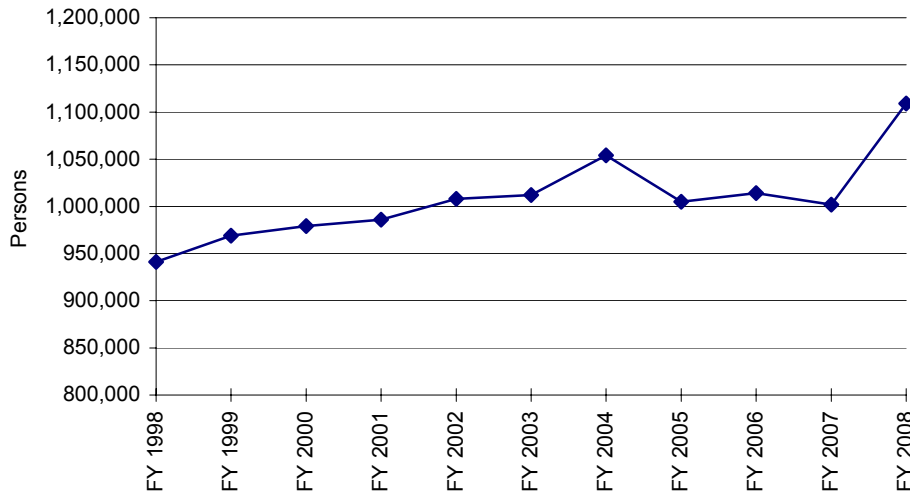


IOWA STATE FAIR ATTENDANCE



- Operating revenue has increased 97.3% from FY 1998 to FY 2008.
- Revenue from vendor sales increased 51.0% from FY 1998 to FY 2008.
- Attendance increased 17.9% from FY 1998 to FY 2008.

IOWA STATE FAIR OPERATING REVENUE

Fiscal Year	Operating Revenue	Profit / Loss	Vendor Sales	Unaudited Attendance
1998	\$ 8,882,179	\$ - 1,215,928	\$ 7,338,439	941,000
1999	10,473,274	36,636	7,874,921	969,000
2000	10,417,274	- 1,205,618	8,125,805	979,000
2001	10,706,254	- 841,123	7,730,715	986,000
2002	13,368,569	548,578	8,296,370	1,008,000
2003	13,350,962	-18,804	8,426,499	1,012,000
2004	14,743,748	628,841	9,983,544	1,054,000
2005	14,161,542	112,255	9,727,970	1,005,000
2006	15,436,587	582,192	10,143,976	1,014,000
2007	14,966,864	-556,244	9,595,751	1,002,000
2008	17,520,625	804,834	11,079,318	1,109,000

Notes:

- 1) State Fair fiscal years run November 1 to October 31.
- 2) The operating losses in FY 1998 through FY 2003 are attributed primarily to an increase in depreciation expense associated with capital improvements to fairground facilities.
- 3) For FY 2001, the number for vendor sales does not include beer sales. In FY 2001, the Fair changed the payment method used by vendors on beer sales. Vendors paid a flat rate of \$125 per keg rather than 25.0% of sales.
- 4) Operating losses in FY 2007 are due to increases in payroll, maintenance and utility costs, and the implementation of a new animal learning center. During the same fiscal year, operating revenue decreased 3.0% due to a decrease in admission, concession, and grandstand sales.

Sources: Iowa State Auditor's Reports and Iowa State Fair Reports

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